



Holiday Inn

INNER CIRCLESM

3796 Lamar Avenue, Memphis, TN 38118



Congratulations!

**You are now a member
of our INNER CIRCLESM
(see inside)**





3796 Lamar Avenue, Memphis, TN 38118

Dear Diners Club Member:

With this card, we welcome you as a Member of the INNER CIRCLESM.

It's a privilege card, not a charge card. It's yours without cost or obligation, because we know you travel frequently, and like most travelers, you're certainly no stranger to Holiday Inns.

Your INNER CIRCLESM card is valuable. Over 1700 Holiday Inn Innkeepers have joined together to extend special courtesies to guests like you. Your card is your key to these privileges—all designed with the frequent traveler in mind. Your card is our way of introducing you to our Innkeepers as a special and valued guest.

As a holder of an INNER CIRCLESM card, you are automatically entitled to such extras as these:

1. "Best Available Room In The House". When you check into a Holiday Inn, you'll get the best rooms we've got: our INNER CIRCLESM rooms. Our Innkeepers have pre-selected their best rooms in each category just for INNER CIRCLESM members, on a first-come, first-served basis. These rooms are the ones most preferred by frequent travelers—the quietest, most newly renovated or best located. They're yours automatically, when you show your INNER CIRCLESM card.

And sometimes, we'll be able to offer you an extra large double room or other special room, and at the lower price of the room you originally requested. Just present your INNER CIRCLESM card and the Desk Clerk will tell you what choice of rooms is available.

All in all, your INNER CIRCLESM card should make Holiday Inn a still more pleasant end to your travel day. And we can't think of anyone we'd rather have in our best rooms than you—our best guest.

2. Express Check-In. Checking in at a Holiday Inn will be faster, simpler, and easier than ever when you present your INNER CIRCLESM card. Just establish your credit and sign the registration forms. Then, pick up your room key, and you're on your way. We take care

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of the rest. It's as easy as that. You save time and trouble. You don't even have to fill in your name and address.

And remember, when you make advance reservations, identify yourself as an INNER CIRCLESM member, and an INNER CIRCLESM room will be pre-assigned and waiting for you.

3. Check-Cashing Privilege. We know it's tough sometimes to get a check cashed when you're out of town. Now, when you stay at a Holiday Inn, those days are gone forever. When you are a registered guest at any Holiday Inn, you're entitled to a \$50 check-cashing privilege. All you do is present your INNER CIRCLESM card, together with your valid Diners Club card. We'll gladly cash your check (7:00 A.M. to 8:00 P.M.; one check per stay; not for paying hotel charges).
4. Many Other Special Extras. INNER CIRCLESM cardholders will also be offered additional benefits and exciting travel opportunities.

We're putting together discount packages that will let members relax at luxury Holiday Inn resorts all over the world. And economic weekender offers that will let you get away from it all at terrific savings. And when you check in at most Holiday Inns, your Innkeeper will extend other special services unique to his or her Holiday Inn.

I urge you to put your INNER CIRCLESM card in your wallet. Then remember to use it to introduce yourself as a special guest at every Holiday Inn location you visit.

On behalf of our more than 1700 Innkeepers, serving you wherever you go, welcome to the INNER CIRCLESM.



Richard H. Walker
Membership Director

RHW: di
Printed in USA

The INNER CIRCLESM

**If you travel a lot,
Holiday Inn gives
you the best surprise.
No surprise.**

Because of our 152 special Holiday Inn standards, you can count on Holiday Inn a lot more than somebody else. Every detail must match our standards — from individual temperature controls to perfect linen — from daily vacuuming of carpets to big, comfortable double beds. Our requirements even specify minimum standards for egg size, grapefruit texture, and the exact type of coffee beans.

Give us a chance not to surprise you. The Best Surprise is No Surprise.

**Read all
about the special
privileges you're
entitled to as a
new member of the
INNER CIRCLESM**



**Holiday Inn[®]
INNER CIRCLESM**

1 000 123 210
NORMAN PERKINS
1300 HILLCREST LANE
ANYTOWN, U.S.A. 12121

Please present at registration.



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INNER CIRCLESM**

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Please present at registration.

**Holiday Inn INNER CIRCLESM
For people who
travel a lot.**



Printed in U.S.A.

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Because you are a member of
Holiday Inn's INNER CIRCLE,SM
you are entitled to these privileges:



1. Best Available Room In The House. When you check into a Holiday Inn, the best room in the rate category you request is yours. Each Innkeeper has carefully pre-selected the very best rooms in his or her Inn: The INNER CIRCLESM rooms. These are the rooms which frequent travelers prefer — the quietest, the most comfortable, easiest to get to. They're yours, first-come, first-served, when you present your INNER CIRCLESM card.

2. Express Check-In. Your INNER CIRCLESM card makes check-in easier and simpler. Just establish your credit, sign the registration form and pick up your room key. Your INNER CIRCLESM card saves you time and trouble. You don't even have to fill in your name and address.

Since INNER CIRCLESM rooms are on a first-come, first-served basis, remember to specify "INNER CIRCLESM" when you make advance reservations at a Holiday Inn.

3. Check-Cashing Privilege. We know the problems of getting a check cashed when you're out of town. Now, as a registered INNER CIRCLESM guest at any Holiday Inn, you are entitled to a \$50 check-cashing privilege. All you need do is present your INNER CIRCLESM card together with your valid Diners Club card. We'll gladly cash your check. (Limited from 7:00 A. M. to 8:00 P.M. — one check per stay; not for paying hotel charges.)

4. Many Other Special Extras. INNER CIRCLESM members will, from time to time, be offered valuable additional benefits and travel opportunities. There will be exciting **discount packages** that permit you to relax at Holiday Inn resorts all over the world. And **Special Weekender** invitations that enable you to get away — while you save big dollars. These are just a few of the INNER CIRCLESM extras coming your way.